

- Att. Compt.*
59. A financial measurement and reporting system for a value chain, comprising:  
means for collecting and classifying the value chain data by component of  
value, category of value and real option;  
means for determining a contribution of each category of value to a value of  
the value chain;  
means for determining a contribution of each real option to a value of a value  
chain; and  
means for displaying the value chain value and the contribution of each of the  
categories of value and real options.
60. The system of claim 59 wherein the means for displaying the value chain  
value and the contribution of each of the categories of value and real options  
comprises a paper document or an electronic display.
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REMARKS

The Applicant respectfully requests consideration of the present application as amended herewith.

Respectfully submitted,

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Jeff S. Eder